

Seat No. : _____

N33-122

December-2014

T.Y. B.Com. (Annual Pattern)

Commercial Communication - III

Text : Naga Mandala by Girish Karnad

Time : 3 Hours]

[Max. Marks : 70

- Instructions :** (1) Mention clearly the option you attempt.
(2) Figures to the right indicate full marks.

1. Attempt the character sketch of Appanna. **10**

OR

Write a detailed note on theme of the play 'Naga Mandala'.

2. Write short notes on any **two** of the following : **10**

- (i) Rani's ordeal
- (ii) Kurudavva
- (iii) Aptness of the title 'Naga Mandala'.
- (iv) The Man in the Prologue.

3. Draft a Press Report on any **one** of the following : **8**

- (i) A Train Accident
- (ii) An Earthquake

4. As the General Manager of the company draft a report on the causes responsible for the decline in the sales of a company's products in Gujarat. Draft a report listing causes and measures to be taken for boosting the sales. **8**

OR

A Committee is appointed by a company to inquire into the recent fire in a factory. Draft a report describing the cause of fire, damage caused and so on.

5. Prepare a simple questionnaire on any **one** of the following : **8**

- (i) Socio-economic conditions of factory workers.
- (ii) Consumers' preferences for a Washing Powder.

OR

Write an essay on any **one** of the following :

- (i) Uses and Abuses of Social Media.
- (ii) Television – an idiot box.

6. On behalf of an Indian importer write a letter to an exporter in America inquiring about prices, terms of payment and other conditions for the import of Printing Machines in India.

8

OR

As from Mehta Brothers, Mumbai write a letter to Axis Bank Ltd. requesting to open an irrevocable letter of Credit in favour of Johnson Ltd., London.

7. As from a policy holder, write a letter to the insurance company asking information for a loan against a life insurance policy.

8

OR

As from a nominee, write a letter to the insurance company asking for full benefits of the policy on the death of a policy holder.

8. Read the following Stock Exchange Report carefully and answer the questions given below it :

10

SENSEX SPURTS BY 80 POINTS

The bullgrip tightened further at the stock market here today on hectic speculative support and good corporate results. Finance Minister's unassuming, simple budget proposals added fuel to the fire. A strong support came from FIIs.

The buying frenzy continued as the sensdex soared close to 27450 with the gain of 80 points. The turnover was heavy and the undertone strong.

The upcountry operators were active. They placed orders for pivotals like TISCO, Colgate, Hind Lever and Reliance. FIIs bought small lots of Hind Lever and Colgate.

Domestic players lent support to a number of scrips of Group 'A'. Cash shares also evoked fresh support and lifted prices to close, with good gains.

Initially the market ruled weak on bear hammering. However, as the session progressed an all round brisk support pushed the market considerably up.

Questions :

- (1) Which trend is suggested by the title ? Which word suggests it ?
- (2) Quote two reasons responsible for the trend.
- (3) What type of market report is it ?
- (4) How was the market in the beginning of the session ?
- (5) Which trend is expected for future ?
- (6) Give two word suggesting Bearish Trend.
- (7) Explain any two of the following terms in brief :
 - (i) Pivotals
 - (ii) Bear Hammering
 - (iii) FIIs
 - (iv) Sensex